

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, January 21, 2009

DATE: January 21, 2009
TIME: 6:31 P.M.
PLACE: Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road,
Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Vice Chair Ray Gaul, Secretary Bill Delaney,
Commissioners Betsy Gammell and Bill Schmitz

Absent: Jeff Wood

Staff: Dale Lillard, Director, John Vest, General Manager, and Mark Luthman,
Kemper Regional Director

1-B APPROVAL OF MINUTES

Minutes of December 17, 2008 Golf Commission Meeting.

The Commission approved the minutes unanimously.

1-C ADOPTION OF AGENDA

The Commission adopted the agenda unanimously.

3 COMMISSION COMMUNICATIONS

Chair Sullwold reported she had a conversation with the Mayor regarding how Kemper Sports was doing after the first week, stating good first impressions. They also discussed the future of the complex stating that if Kemper does receive a long term contract, how to come up with the dollars needed for capital improvements.

The Mayor also suggested with Kemper in place that some of inter fund transfers for city services could be discontinued because Kemper is now working those various aspects.

4 AGENDA ITEMS

4-A Discussion on Golf Complex Transition

Chair Sullwold at this time introduced John Vest, General Manager and Mark Luthman, Kemper Regional Director. Mr. Luthman gave a synopsis of the history of Kemper Sports and his territory, also stating that during the last month, Kemper has been training both old and new staff during the transition.

Commissioner Gammell requested information regarding the new Superintendent and other new employees. John Vest stated the new Superintendent, Matt Wisely who will be on property January 26, 2009 giving a brief history of Matt's experience. Mr. Vest also announced the hiring of Dino Lazaro who is a past employee of Kemper from Chicago.

4-B Discussion on Format for Future Meetings

Dale Lillard stated that Kemper will be providing the staff reports on an ongoing basis and will also be compiling the minutes, also stating that he will be present when green fees are discussed. Kemper Sports will be providing the monthly financial information and the City will be providing the financial reports based on the numbers received from Kemper. ? suggested that Kemper provide on a quarterly basis the comparison between the expenses, especially payroll expenses, that are being incurred under their management and the expenses that would have been incurred had there been no change in management.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report

No report

5-B Golf Complex Maintenance activities report

No report

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Mrs. Arnerich stated that she would like to meet with Matt Wisely, the new Superintendent, to explain the beautification program. Regarding Junior Golf, a member of the ladies club passed away and her family and friends presented the Junior Golf Club with over \$2,000 for a scholarship in her memory.

5-D Golf Complex Restaurant Report, Jim's on the Course

No Report

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Commissioner Gammell reported that there are several specials running through February in the proshop. She also inquired, if in the future, the Golf Complex would be looking into newspaper ads regarding specials on play for players that are not on our computer listing. Mark Luthman stated that Kemper puts together a highly detailed marketing plan for the property they manage.

6-B Golf Complex Financial Report, Secretary Delaney

Secretary Delaney deferred to Bob Sullwold. Mr. Sullwold stated that in December 2008, the golf course once again generated a positive cash flow and once again had to deplete the enterprise fund because the positive cash flow did not cover the amount owed to the City. Also in December 2008 the rounds played were relatively the same as December 2007. For the six month period ending December 2008, the Golf Complex produced a positive cash flow of \$322,000, but were required to pay the City \$433,000, so the first six months the enterprise fund had to be drawn down \$172,000. He also stated that when the City staff presented its budget to the City Council, it projected that the enterprise fund would have to be drawn down by \$700,000. Last year for the first six months, the enterprise fund had to be drawn down by \$322,000, a difference of \$150,000 from the first six months of this year. That projection was based on the assumption by Mr. Lillard that there would be a 10% decline in play this year compared to last year. Actually, the play on the Fry and Clark courses are up slightly in the first six months. Based on the four month analysis from September to December since the fee increase went into effect, compared to September to December 2007, total green fees and monthly passes increased by \$70,000, but revenues from lessons and the driving range decreased by \$42,000. ? stated the rounds played in December were 6,555, compared to 7,117 in 2007 which included 642 rounds on the Mif course. John Vest stated that the previous weekend along with the holiday, there were close to 300 rounds each day.

6-C Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Wood

No Report

7. ORAL COMMUNICATIONS, NON-AGENDA, (Public Comment)

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

None

10. ITEMS FOR NEXT MEETING'S AGENDA

- Update on monthly pass sales
- Update on marketing for weekday play
- Update on the rate increases

11. ADJOURNMENT 7:32 p.m.